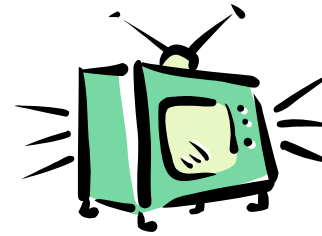




Working with the Media



A quick and often effective way to get the word out about WIC is through the media – newspapers, radio, and television. Media coverage is a great way to bring WIC to the attention of the public and to build community support.

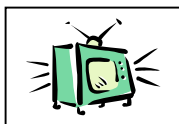
Types of Media

There are two main types of media: **print** and **broadcast**.



Print media include:

- Newspapers
- Magazines (including free community parenting magazines)
- Ethnic magazines and newspapers
- Flyers
- Local publications
- Bus bench ads
- Bus shelter ads
- Billboards
- Press Releases
- Media Advisories



Broadcast media include:

- Radio
- Television (including cable and satellite television)

These can be accessed through:

- Public service announcements (PSAs)
- Paid commercials
- Talk shows
- Community shows
- Community calendars


Choosing Your Media


Which type of media should you use? The type of media you use depend on how much, who, what, where, when, and why:

- **How much** money do you have to spend?
- **Who** is your target audience?
- **What** is the most effective media type for your population?
- **Where** do you want your information to appear? Is there a specific location and region?
- **When** do you want it to air or appear?
- **Why** should the media be interested in covering your story or event?

Media Contacts

WIC staff usually provide the content for media activities. (Ads, public service announcements, and press releases are available on this website and in the *California WIC Local Marketing Kit*.) Work with media personnel to get your media customized, on the air, or published. The two charts that follow list the types of media and the person you would contact for each.

 Print	
Type of Media	Contact
Newspapers/magazines	<ul style="list-style-type: none"> • Editor or columnist specializing in the section appropriate for your story content (for press releases) • Display advertising department (for display ads) • Community Calendar contact (for community events)
"Pennysaver" -type magazine (paid advertising)	Display advertising department
Bus cards/bus shelters/ billboards (paid advertising)	Advertising department of local transportation authority or billboard company (outdoor advertising)

 Broadcast	
Type of Media	Contact
Radio-PSAs	Public service director
Radio (paid advertising)	Producer
Television-public interest stories	Community news director
Television-PSAs	Public service director
Television (paid advertising)	Producer

What Is Newsworthy?

How do you know if your item is newsworthy? Ask yourself the following questions:

- *Is it timely or current?*
- *Is it of interest to the general population?*
- *Is it a “first” news story that has not been heard or said before?*
- *Is it true, accurate, and can it be confirmed?*
- *Is it good news?*
- *Is the information clear and concise (location, time, and other important information)?*
- *Is it ethnically appropriate?*

Tips for Meeting with the Media

- When you call a reporter, begin with, *“Is now a good time to talk with you about...?”*
- Do NOT give up if an editor turns you down. Try another section of the same paper or a different paper. Never pitch the same story to a second editor unless the first has turned you down.
- Rely on the newsworthiness of your story. Do not use gimmicks.
- Be truthful. Do not exaggerate, otherwise you lose credibility.
- Be timely. Respond to questions and requests as quickly as possible. Return calls promptly since reporters have to meet deadlines.
- Provide a fact sheet and any other materials that may be relevant to the story and your agency. Offer to review any materials for accuracy.
- Say only what you want reported. Never say something you do not want reported. Reporters are always on duty.

Media Tools

Here are four media tools you may wish to use:

1. Fact sheet
2. Press release
3. Interviews
4. Media Advisory

1. Fact Sheet

A fact sheet contains general information about WIC. When designing your fact sheet you may wish to include the following:

- A brief **summary of the WIC Program**, including its mission and health care savings.
- **Information about WIC services**: nutrition education, WIC foods, referrals to other health and community services, and breastfeeding support. Include the importance of these services for good health and how participants obtain them.

- **Statistics**, such as number of participants served last month and any recent changes, amount of food dollars spent in the community, number of people potentially eligible for the WIC Program.
- **Eligibility requirements** for the WIC Program.
- **The civil rights statement** (WPM Policy 510-30).
- **Contact information** including names, addresses, and phone numbers, as appropriate.

2. Press Release

A press release or news release is useful when you want to share information such as the benefits of the program for children and pregnant women, the benefits of healthy, active living, or a change in your program. When writing a press release:

- Format properly: Put the subject, contact person's name, and telephone number at the top. Use wide margins and double space content. **Note: to ensure that the editor reads your press release, make sure to submit it in the proper format. An editor may not read a press release if it is not formatted properly!**
- Answer the questions: *Who? What? Where? When? How?* and *Why?*
- Tell the practical importance of your announcement. What impact will your news have on people's lives?
- Make sure it is timely and attention-getting.
- Be clear, brief, and focused.
- Use common terms. If you use abbreviations, define them.
- Close with contact information and a phone number.
- Suggest photographic possibilities, when applicable. Remember to obtain consent forms when you arrange a photo session.

Refer to the following pages for format and content for some press releases.

CONTACT: **Name here**

WIC Office here

Phone number here

FOR IMMEDIATE RELEASE

DATE HERE

***TYPE YOUR HEADLINE HERE IN ALL CAPITAL
LETTERS, AND MAKE THE FONT BOLD***

IF YOU HAVE A SUBHEAD, TYPE IT HERE IN ALL CAPITAL
LETTERS, ITALIC

INSERT YOUR CITY HERE, Calif. (insert date here) — Write the most important and attention-getting fact in this first sentence. Then include all supporting details, such as who, what, when, where, and why. This information should all be in the first paragraph.

Be sure to keep the press release as concise as possible. If you need to write more than one page, type the word MORE in capital letters at the bottom of the first page. At the top of the second page, start with the headline of your story, and page number, in bold. At the end of your press release, type three pound signs, centered in the middle, as shown below. Be sure to include your contact information so the press can call you with questions.

#

RELEASE: *IMMEDIATE (or date, month, year, and time)* DATE: *(Date distributed)*

CONTACT: *(Name and telephone number of contact person for more information)*

WIC PROGRAM PROVIDES ASSISTANCE FOR ELIGIBLE WOMEN, INFANTS, AND CHILDREN

(City)- WIC, the Women, Infants, and Children Supplemental Nutrition Program, provides supplemental nutritious foods, nutrition education, breastfeeding support, and referrals to health care and community resources. The WIC Program is available at *(insert name and location or local WIC agency)*. You may apply for the WIC Program on *(insert days of the week)* from *(insert times of day)*.

To enroll, a person must:

- be a pregnant woman; a woman who has had a baby in the last 6 months (12 months if breastfeeding); a woman who has had a pregnancy end in the last six months; an infant; or a child up to the fifth birthday;
- reside in California; and
- meet the income eligibility guidelines- **all Medi-Cal, Food Stamp, and TANF recipients meet the WIC income eligibility criteria.**

Working families may be eligible.

-MORE-

WIC PROGRAM PROVIDES ASSISTANCE FOR ELIGIBLE WOMEN, INFANTS, AND CHILDREN (page 2)

For more information about WIC or to make an appointment please visit *(insert local agency name and location)* or call *(insert local agency phone number)*. Or, you may call 1-800-852-5770 or 1-888-WIC-WORKs.

This institution is an equal opportunity program.

#

CONTACT: Name here
WIC Office here
Phone number here
FOR IMMEDIATE RELEASE
DATE HERE

**(CITY HERE) WIC PROGRAM HELPS MOMS
HAVE HEALTHIER BABIES**

YOUR CITY, Calif., (date here) – California data indicate that low birthweight infants (weighing less than 5.5 pounds) are born more frequently to low-income mothers in part due to delayed prenatal care and inadequate nutrition. These infants are at an increased risk for developing numerous health problems, including cerebral palsy, Sudden Infant Death Syndrome (SIDS), heart defects, learning disabilities, blindness and hearing loss. Fortunately, staff from the Women, Infants, and Children (WIC) Supplemental Nutrition Program in (insert your city here) are helping low-income mothers have healthier babies. WIC, funded by the California Department of Health Services with funding from the U.S. Department of Agriculture (USDA), is a nutrition program that provides healthy foods, nutrition education and community referrals to pregnant and breastfeeding women and their children under age five.

According to (name of local WIC director here), director of the (insert your city here) WIC agency, “One of the goals of the WIC program in (insert your city here) is to improve the birthweight of babies for a healthier start in life. It is extremely important that pregnant women receive early prenatal care and adequate nutrition throughout

–MORE–

WIC PROGRAM HELPS MOMS HAVE HEALTHIER BABIES (page 2)

pregnancy to ensure babies have appropriate physical and mental development. Recent evidence shows that 15 percent of children born with low birthweight require special education compared to only four percent of children born weighing greater than 5.5 pounds. Also, low birthweight infants frequently require costly medical care.”

To help low-income women have healthier babies, WIC in (your city here) provides special redeemable checks to buy nutritious foods to supplement participants’ diets. The foods include peanut butter, beans, milk, cheese, eggs, iron-fortified cereal, and juices. WIC also refers women to low-cost or free prenatal care services in their area, which are crucial to a baby’s health. Mothers learn about good nutrition and breastfeeding at the local WIC office.

Research conducted by the USDA demonstrates that the WIC Program is making a positive impact. The federal General Accounting Office has concluded that every dollar spent providing WIC services to pregnant women saves \$2.89 in Medicaid costs in the first year of an infant’s life, and \$3.50 over the life of the child.

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CONTACT: Name here
WIC Office here
Phone number here
FOR IMMEDIATE RELEASE
DATE HERE

**WIC DE (CITY HERE) AYUDA A LAS MADRES
A TENER BEBÉS MÁS SANOS**

YOUR CITY, Calif. (date here) — Los datos de California indican que los bebés con bajo peso al nacer (menos de 5.5 libras) son con mayor frecuencia hijos de madres de bajos recursos. Esto se debe en parte a que el cuidado prenatal comienza tarde y a que las madres no tienen una alimentación adecuada. Estos bebés tienen un mayor riesgo de desarrollar numerosos problemas de salud, entre ellos parálisis cerebral, síndrome de muerte súbita del recién nacido (Sudden Infant Death Syndrome, SIDS), defectos cardíacos, incapacidades de aprendizaje, ceguera y pérdida de la audición. Afortunadamente, el personal del Programa de Nutrición Suplementaria para Mujeres, Bebés y Niños (Women, Infants, and Children Supplemental Nutrition Program, WIC) de (insert your city here) está ayudando a las madres de bajos recursos a tener bebés más sanos. WIC, patrocinado por el Departamento de Servicios de Salud de California, con fondos del Departamento de Agricultura de los Estados Unidos (USDA), es un programa de nutrición que provee alimentos saludables, educación sobre nutrición y recomendaciones dentro de la comunidad a mujeres embarazadas, madres que amamantan, y a sus niños menores de 5 años.

-MORE-

WIC AYUDA A LAS MADRES A TENER BEBÉS MÁS SANOS (page 2)

Según (name of local WIC director here), director(a) de la agencia WIC de (insert your city here), “uno de los objetivos del Programa WIC en (insert your city here) es mejorar el peso de los bebés al nacer para que comiencen sus vidas con más salud. Es extremadamente importante que las mujeres embarazadas reciban atención prenatal y nutrición adecuada durante todo el embarazo para asegurarse que los bebés tengan un desarrollo físico y mental adecuado. Estudios recientes indican que el 15 por ciento de los niños que nacen con bajo peso requieren educación especial en comparación con sólo el 4 por ciento de los niños que nacen pesando más de 5.5 libras. Además, los bebés que nacen de bajo peso, frecuentemente requieren atención médica costosa.”

Para ayudar a las mujeres de bajos recursos a tener bebés más sanos, WIC de (your city here) entrega cheques especiales que se pueden presentar en las tiendas para comprar alimentos nutritivos para suplementar la dieta de los participantes. Estos alimentos incluyen crema de cacahuete, frijoles, leche, queso, huevos, cereal fortificado con hierro y jugos. WIC también recomienda servicios de atención prenatal de bajo costo o gratuitos a las mujeres en su área, los cuales son cruciales para la salud de los bebés. Las madres aprenden acerca de la buena nutrición y la lactancia en la oficina local de WIC.

-MORE-

WIC AYUDA A LAS MADRES A TENER BEBÉS MÁS SANOS (page 3)

Los estudios realizados por el USDA demuestran que el programa WIC está teniendo un efecto positivo. La Oficina de Contaduría General Federal concluyó que por cada dólar invertido para proveer los servicios de WIC a mujeres embarazadas, ahorró \$2.89 en costos de Medicaid en el primer año de la vida de un bebé y \$3.50 durante la vida de un niño.

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CONTACT: Name here
WIC Office here
Phone number here
FOR IMMEDIATE RELEASE
DATE HERE

(CITY HERE) WIC HELPS NOURISH CHILDREN

YOUR CITY, Calif., (date here) – Dozens of studies have documented how poor nutrition can limit a young child’s ability to learn. Now, one of our local organizations is helping youngsters get the healthy foods they need to nurture their developing brains – and there’s proof that it’s working.

The WIC agency in (insert city here) is reaching out to low-income families to ensure that young children have access to healthier foods. WIC, the Women, Infants, and Children Supplemental Nutrition program, funded by the California Department of Health Services with funding from the U.S. Department of Agriculture (USDA), is a nutrition program for low-income pregnant and breastfeeding women and their children under age five.

“Our job in (insert your city here) is to help feed the minds of our youngest children,” says (name of local WIC Director here), Director of the (city here) WIC agency. “We want to avoid future learning problems by providing children with good nutrition in the first few years of their lives. For example, iron deficiency is one of the most prevalent nutrition problems among American children. Iron deficiency in infancy may cause a

-MORE-

WIC HELPS NOURISH CHILDREN (page 2)

permanent loss of IQ. WIC has been successful in helping children get more iron, calcium, vitamin C, B6, and niacin into their diets.”

To help infants, toddlers and preschoolers eat healthier foods, WIC in (your city here) provides special redeemable checks to buy nutritious foods to supplement their diets. The foods include peanut butter, beans, milk, cheese, eggs, iron-fortified cereal, and juices. WIC teaches families about nutrition and breastfeeding, and refers them to low-cost or free health care and other community services. On average, WIC participants receive program benefits for about two years.

WIC improves a young child’s ability to learn. Research conducted by the USDA Food and Nutrition Service found that children enrolled in WIC after one year of age had significantly improved memories for numbers than children not enrolled in the WIC program. In addition, young children whose mothers had participated in the program scored significantly higher on vocabulary tests. WIC also reduces the need for special education that results when malnutrition in children goes unchecked. WIC is indeed creating brighter, healthier children for today and tomorrow.

#

CONTACT: Name here
WIC Office here
Phone number here
FOR IMMEDIATE RELEASE
DATE HERE

WIC DE (CITY HERE) AYUDA CON LA NUTRICIÓN INFANTIL

YOUR CITY, Calif. (date here) — Decenas de estudios han documentado cómo la mala nutrición puede limitar la capacidad de aprendizaje de un niño. Actualmente, una de sus organizaciones locales está ayudando a los pequeños a obtener los alimentos saludables que necesitan para nutrir sus cerebros en desarrollo, y hay evidencias de que está funcionando.

La agencia del Programa de Nutrición Suplementaria para Mujeres, Bebés y Niños (Women, Infants, and Children Supplemental Nutrition Program, WIC), en (insert city here) está ayudando a las familias de bajos recursos para asegurarse de que los niños pequeños tengan acceso a alimentos más saludables. WIC, patrocinado por el Departamento de Servicios de Salud de California, con fondos del Departamento de Agricultura de los Estados Unidos (USDA), es un programa de nutrición para mujeres embarazadas de bajos recursos, madres que amamantan y para sus niños menores de 5 años.

“Nuestra tarea en (insert your city here) consiste en ayudar a alimentar las mentes de nuestros niños más pequeños”, dice (name of local WIC Director here), director(ra) de

-MORE-

WIC AYUDA CON LA NUTRICIÓN INFANTIL (page 2)

la agencia WIC de (city here). “Queremos evitar problemas futuros de aprendizaje brindando a los niños una buena nutrición en sus primeros años de vida. Por ejemplo, la deficiencia de hierro es uno de los problemas de nutrición más comunes entre los niños estadounidenses. La deficiencia de hierro en los primeros años de vida puede causar una pérdida irreversible de cociente intelectual. WIC ha tenido éxito ayudando a que los niños obtengan más hierro, calcio, vitamina C y B6 y niacina en su dieta.”

Para ayudar a que los bebés, niños pequeños y preescolares coman alimentos más sanos, WIC de (your city here) entrega cheques especiales que se pueden presentar en las tiendas para comprar alimentos nutritivos para suplementar la dieta de los participantes. Estos alimentos incluyen crema de cacahuete, frijoles, leche, queso, huevos, cereal fortificado con hierro y jugos. WIC enseña a las familias acerca de la nutrición y la lactancia, y les recomienda servicios de atención de la salud de bajo costo o gratuitos y otros servicios de la comunidad. En promedio, los participantes de WIC reciben los beneficios del programa durante unos dos años.

WIC mejora la capacidad de aprendizaje de los niños pequeños. Las investigaciones realizadas por el Servicio de Alimentos y Nutrición del USDA encontraron que los niños inscritos en WIC después del primer año de edad habían mejorado significativamente la memoria para los números en comparación con los niños que no habían participado en

–MORE–

WIC AYUDA CON LA NUTRICIÓN INFANTIL (page 3)

el programa WIC. Además, los niños pequeños cuyas madres habían participado en el programa obtuvieron calificaciones significativamente más altas en pruebas de vocabulario. WIC también reduce la necesidad de educación especial que resulta de una malnutrición no detectada en los niños. WIC de hecho está creando niños más inteligentes y sanos para el presente y para el mañana.

#

3. Interviews

A reporter or editor may ask for an interview with a WIC staff person. If you are interviewed:

- Be prepared! Offer to prepare a list of questions and answers or ask if you can get the questions beforehand. Practice responding to these questions.
- Provide supplemental information such as a fact sheet, brochures, and a media packet. Reporters may need the information to more fully understand your program.
- Make sure you understand the question asked. Ask to have the question repeated or restated if you are not sure.
- Be concise. Speak in brief, focused sentences.
- Refer any sensitive questions to the Director or say *"I don't know. I will get back to you on that."*
- Never speak "off the record".

3. Media Advisory

A media advisory is an advisory sent to the media to announce an event.

Here is a media advisory template:

Media Advisory Template

DATE: <Day of Week>, <Month> <Day>, <Year>
 TO: <Name of Reporter/Editor>
 <Name of Publication>
 FAX: <Fax Phone Number>
 FROM: <Media Contact Name>
 <Business Phone Number>
 <Pager Number>

WHAT	<Clearly state the news or event.>
WHO	<List who is speaking and what they'll discuss.>
WHEN	<Month> <Day>, <Year> at <Hour>:<Minutes><AM or PM>
WHERE	<Location name and address; include directions if necessary>
CONTACT	<Media Contact Name> <Phone/Pager to call <u>before</u> the event> <Phone/Pager to call <u>during</u> the event>